

Trade Notes...

Disneyland Paris a Showcase for American Food Products

With more than 12 million visitors a year—40 percent French and 60 percent Europeans—Disneyland Paris is a prime spot to showcase American food products carrying the image of the United States to France. Disneyland Paris buys 80,000 bottles of U.S. wines—mostly from California—and a wide range of U.S. food products, most of them through importers and distributors in Belgium, the Netherlands and Germany. The only product that the theme park imports directly from the United States is flavored popcorn. Disneyland Paris carries U.S. state menu promotions, usually in April and September.

Oman Becomes the 139th WTO Member

In November 2000, the Sultanate of Oman officially became the 139th Member of the World Trade Organization. U.S. exports of agricultural products to Oman are led by corn, barley and soybean oil, which accounted for more than one-third of the roughly \$18 million in U.S. agricultural exports to Oman in 1999.

World Health Organization of Japan Links up with ATO/Osaka to Promote Health Foods

The 3rd annual Hello Life Fair, organized by the Japan Association of the World Health Organization and the Kobe International Tourism and Convention Association, took place in October at the Kobe Convention Center. ATO/Osaka, occupying a booth at the show's entrance, promoted various organic foods, dried fruits, citrus, cranberry and other products with support from importers and FAS Cooperators. Attended by over 10,000 people, the fair promotes health-oriented foods, equipment, health care products and good health practices.

USDA and the U.S. Export-Import Bank Brief Bankers and Buyers in Nigeria

Last October, USDA officials accompanied the U.S. Export-Import Bank to Nigeria where they conducted seminars on export credit programs. In Lagos and Abuja, USDA and the U.S. Export-Import Bank met with 800 Nigerian buyers and bankers who expressed keen interest in how USDA and U.S. Export-Import Bank programs can increase business between Nigeria and the United States.

Sales at SIAL 2000 on Pace to Break Record

With responses in from just half of the show exhibitors, participants so far project sales within coming months at \$30 million from the International Food Show (SIAL 2000) held in Paris last October. This compares with \$37 million in 1998 for all exhibitors, and bodes well for setting a sales record.

The USA Pavilion at SIAL 2000 was the largest ever held with more than 140 exhibitors featuring a wide variety of products on 2,718 square meters, a 25-percent increase in exhibit space over 1998. In addition, about 13 companies representing the dairy, livestock and poultry sectors exhibited in a separate hall where meat products were featured.

The National Association for Specialty Food Trade (NASFT) had its first stand at SIAL sponsored by a group of its members. Other regions and States represented included Western United States Agricultural Trade Association, Food Export-USA-Northeast, California, Pennsylvania, Illinois, Louisiana, Ohio, Georgia, Wisconsin and Florida.

Also for the first time the U.S. Pavilion featured "The American Culinary Theater," cosponsored by the State regional trade associations, at which recognized American chefs showed off their cooking ability. Every day, the live culinary theater featured dishes made from rice, beans, nuts, honey, beef, pork, cooking sprays, grill sauces and other products offered by exhibitors in the pavilion.

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